

IN THE CLAIMS

Please amend claims 196, 242, 271-273, 280-287, 289-290, and 292 as follows:

C1 5 --196. (CURRENTLY AMENDED) A system as defined in claim 181 wherein said "information superhighway" data link comprises a radio frequency ("RF") cellular network.

C2 10 242. (CURRENTLY AMENDED) A system as defined in claim 241 wherein said service includes displaying promotional material programming on said display unit ~~of said user~~.

C3 15 271. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said feature recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

20 272. (CURRENTLY AMENDED) A system as defined in claim 271 wherein said feature recognition unit is linked to a personal computer.

273. (CURRENTLY AMENDED) A system as defined in claim 271  
wherein said feature recognition unit is linked to a  
wireless interface.

5 280. (CURRENTLY AMENDED) A system as defined in claim 271  
wherein said feature recognition unit is linked to a  
personal digital assistant.

281. (CURRENTLY AMENDED) A system as defined in claim 271  
10 wherein said feature recognition unit is linked to an  
Internet appliance.

282. (CURRENTLY AMENDED) A system as defined in claim 271  
wherein said feature recognition unit is linked to a  
15 television set.

283. (CURRENTLY AMENDED) A system as defined in claim 271  
wherein said feature recognition unit comprises a portion  
of a cellular telephone.

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284. (CURRENTLY AMENDED) A system as defined in claim 271  
wherein said feature recognition unit comprises a portion  
of a personal digital assistant.

285. (CURRENTLY AMENDED) A system as defined in claim 271 wherein said feature recognition unit comprises a portion of a remote control unit.

5 286. (CURRENTLY AMENDED) A system as defined in claim 271 wherein said feature recognition unit comprises a portion of a handwriting implement.

287. (CURRENTLY AMENDED) A method of providing a user  
10 access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a  
printed real estate listing;

scanning said machine recognizable feature of said  
printed real estate listing; and

15 transmitting data associated with said machine  
recognizable feature via a communication link to  
access said programming material, wherein said  
programming material is related to said printed  
real estate listing.

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289. (CURRENTLY AMENDED) The method of claim 287 wherein  
said machine recognizable feature is selected from a group  
consisting of bar code, universal product code, invisible  
bar code, magnetic code, printed character, symbol, ~~icon,~~  
5 invisible indicia, two-dimensional figure, icon, invisible  
icon, watermark, invisible watermark, ~~digital watermark,~~  
series of alphanumeric characters, binary code, digital  
watermark, magnetic strip, code, analog pattern, and  
hieroglyphic character.

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290. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed real estate listing, comprising the steps of:

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C5*  
5        ~~im~~printing a machine recognizable feature within said printed real estate listing, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

10       scanning said machine recognizable feature within said printed real estate listing and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

15       transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said printed real estate listing.

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292. (CURRENTLY AMENDED) The method of claim 290 wherein  
said machine recognizable feature is selected from a group  
consisting of a bar code, a universal product code,  
invisible bar code, magnetic code, printed character,  
symbol, ~~icon~~, invisible indicia, two-dimensional figure,  
icon, invisible icon, watermark, invisible watermark,  
digital watermark, series of alphanumeric characters,  
binary code, ~~digital watermark~~, magnetic strip, code,  
analog pattern, and hieroglyphic character.--

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